

Including Cell Phones in RDD Surveys: Costs and Consequences

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Dual Frame Surveys at Pew

14 full dual frame surveys in 2008

~22,000 landline & 8,000 cell interviews

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~22,000 landline & 8,000 cell interviews

Cell interviews $2-2^{1/2}$ times as costly
as landline interviews

Cell-*only* interviews 4 times as costly

Summary of Factors Contributing to Cost Differential

	<u>All Cell</u>
Reimbursements	~ 30%
Screening costs	~ 30%
Manual dialing	~ 20%
Staffing & scheduling	~ 10%
Administration	~ 10%

Summary of Factors Contributing to Cost Differential

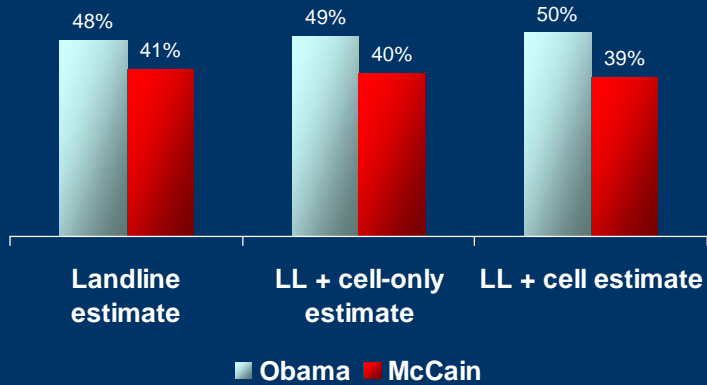
	<u>All Cell</u>	<u>Cell-Only</u>
Reiumbursements	~ 30%	~10%
Screening costs	~ 30%	~50%
Manual dialing	~ 20%	~30%
Staffing & scheduling	~ 10%	~5%
Administration	~ 10%	~5%

Interviewing Rates

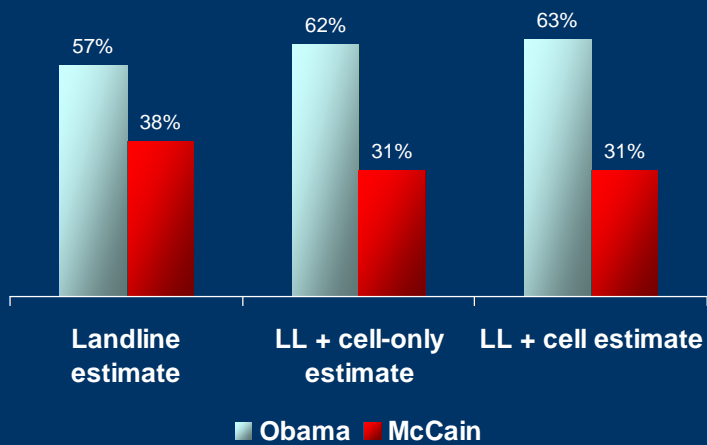
	<u>Landline sample</u>	<u>Cell phone sample</u>
Contact rate	74%	75%
Eligibility rate	88%	58%
Cooperation rate	35%	32%
Response rate	24%	23%
Break-off rate	6%	5%

Source: Nov. Election Weekend 2008 survey

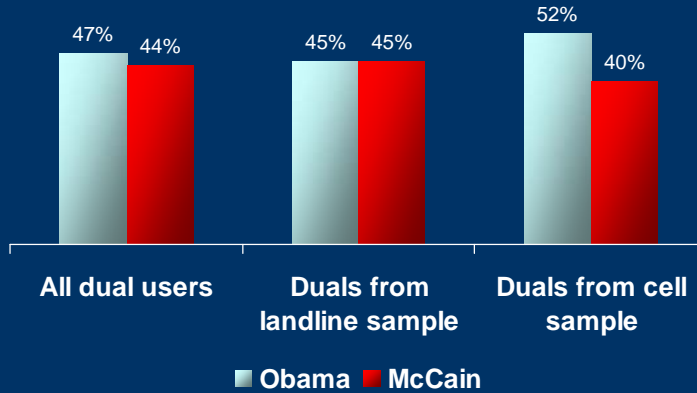
Election Weekend Poll Horse Race Estimates



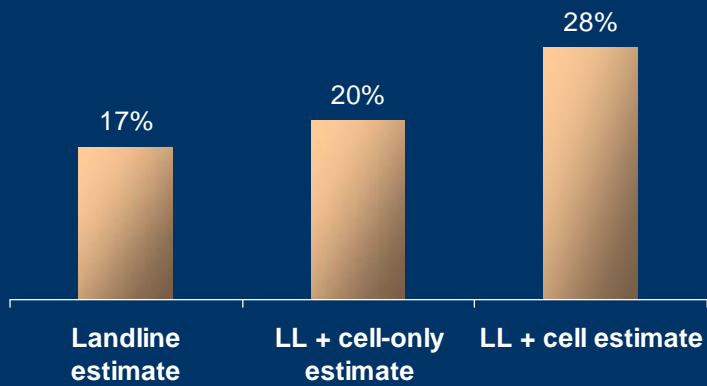
Election Weekend Poll Horse Race Estimates, Ages 18-29



Election Weekend Poll Horse Race Estimates, Dual Users



Uses Social Networking Sites



For More Information

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